


Portfolio

Wisconsin Cooperative Education Skill Certification Marketing

Coop Areas Completed		Student Information	
Economic Foundations	20		
Communications and Interpersonal Skills	31	Student	Phone
Professional Development	10		
Marketing, Management and Entrepreneurial Foundations	28	School	Phone
Distribution	9		
Financing and Pricing	9	Teacher Coordinator	Phone
Marketing Information Management	13		
Product Service Management	9	Workplace Mentor	Phone
Promotion and Selling	36		
<div> <div>Start Date</div> <div>End Date</div> </div>		<div>Other Information:</div> <div>  </div>	

Marketing Skill Standards Rating Scale

- 3 Proficient—able to perform entry-level skills independently.
 2 Intermediate—has performed task; may need additional training or supervision.
 1 Introductory—is familiar with process but is unable, or has not had the opportunity, to perform task; additional training is required.
SB School Based
WB Work Based

WB		Work Based		Rating		Initials		Comments
Description of Skills				3	2	1	SB	
Economic Foundations								
18 competencies must be achieved at level 2 or 3								
1. Distinguish between economic goods and services								
2. Explain the concept of economic resources								
3. Describe the nature of economics and economic activities								
4. Determine forms of economic utility created by economic activities								
5. Describe the principles of supply and demand								
6. Describe the concept of price								
7. Explain how price is impacted by the interaction of supply and demand								
8. Explain the types of economic systems								
9. Explain the relationship between government and business								
10. Explain the concept of private enterprise								
11. Determine factors affecting a business's profit								
12. Explain the concept of competition								
13. Explain the concept of productivity								
14. Explain the concept of organized labor and business								
15. Explain the measures used to analyze economic conditions such as Consumer Price Index and Gross Domestic Product								
16. Analyze current economic problems								
17. Examine the nature of international trade								
18. Identify the impact of cultural and social environments on world trade								
19. Evaluate the influences on a nation's ability to trade								
20. Analyze a country's cultural, political, economic and demographic environments								
Communications and Interpersonal Skills								
28 competencies must be achieved at level 2 or 3								
1. Explain the nature of effective communications (verbal, written)								
2. Apply effective listening skills								
3. Use proper grammar and vocabulary								
4. Handle telephone calls in a businesslike manner								
5. Write business letters, informational messages and inquiries								
6. Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones, etc.)								
7. Convince others of a point of view								
8. Make oral presentations								
9. Prepare simple written reports								
10. Explain the use of inter-departmental/company communications								
11. Demonstrate basic word processing skills								
12. Demonstrate basic word presentation software skills								
13. Demonstrate basic database skills								
14. Demonstrate basic spreadsheet skills								
15. Demonstrate basic search skills on the web								
16. Identify desirable personality traits important to business								

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
17. Maintain positive attitude						
18. Demonstrate responsible behavior, honesty and integrity						
19. Recognize personal biases and stereotypes						
20. Demonstrate work ethics						
21. Demonstrate self control						
22. Explain the concept of self-understanding and self-esteem						
23. Use feedback for personal growth						
24. Adjust to change						
25. Make decisions						
26. Set personal and professional goals						
27. Develop cultural sensitivity						
28. Participate as a team member						
29. Explain the concept of customer service						
30. Demonstrate problem-solving skills						
31. Interpret business policies to customers/clients						

Professional Development

9 competencies must be achieved at level 2 or 3

1. Assess personal interests and skills needed for success in marketing and business						
2. Analyze employer expectations in the business environment						
3. Explain the rights of workers						
4. Explain employment opportunities in marketing and business						
5. Utilize job search strategies						
6. Complete the job-seeking process						
7. Explain the need for ongoing education as a worker						
8. Explain possible advancement patterns for jobs						
9. Develop an individual professional portfolio						
10. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows)						

Marketing, Management and Entrepreneurial Foundations

25 competencies must be achieved at level 2 or 3

1. Explain marketing and business and its importance in a global economy						
2. Describe marketing functions and related activities						
3. Explain the nature and scope of purchasing						
4. Explain company buying and purchasing policies						
5. Explain the concept of production						
6. Explain the concept of accounting						
7. Calculate net sales						
8. Describe the nature of cash-flow statements						
9. Prepare a profit and loss statement						
10. Explain the concept of finance						
11. Explain the concept of management						
12. Contrast management styles and practices						
13. Describe the nature of budgets						
14. Describe the crucial elements of TQM culture						
15. Explain the nature of continuing improvement strategies						
16. Explain the types of business ownership						
17. Describe current business trends						
18. Identify the ways that technology affects marketing and business						
19. Explain basic types of business risk						
20. Describe the concept of insurance						

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
21. Explain routine security precautions						
22. Open and close a business facility						
23. Follow safety precautions						
24. Explain procedures of handling accidents						
25. Explain the nature of legally binding contracts						
26. Orient new employees						
27. Explain the nature of overhead and operating costs						
28. Describe planning tools used by management (budgets, forecasts, financial statements, schedules) to control operations						

Distribution

8 competencies must be achieved at level 2 or 3

1. Explain the nature and scope of distribution						
2. Describe the use of technology in the distribution function						
3. Explain the nature of channels of distribution						
4. Determine the nature of channel strategies						
5. Explain the receiving process						
6. Explain the shipping process						
7. Explain the nature of warehousing						
8. Analyze distribution alternatives						
9. Create a distribution strategy						

Financing and Pricing

8 competencies must be achieved at level 2 or 3

1. Explain the nature and scope of financing						
2. Describe the use of technology in the financing function						
3. Explain the purposes and importance of credit						
4. Explain the nature and scope of the pricing function						
5. Explain the nature of business ethics in pricing						
6. Determine legal consideration for pricing						
7. Explain factors affecting pricing decisions						
8. Construct a sample pricing policy						
9. Explain different pricing policies such as penetration, skimming, and neutral pricing						

Marketing Information Management

12 competencies must be achieved at level 2 or 3

1. Explain the nature and scope of the marketing-information management function						
2. Explain the role of ethics in marketing information management						
3. Explain the role of technology in the marketing information management function						
4. Identify information monitored for marketing decision making						
5. Describe sources of secondary information						
6. Search the web for marketing information						
7. Collect marketing information from others (e.g., customers, staff, vendors, etc.)						
8. Conduct environmental scan to obtain marketing information						
9. Write a marketing report that includes findings and recommendations						
10. Explain the concept of marketing strategies						
11. Explain the concept of market and market identification						
12. Review and analyze marketing plans						
13. Explain the nature of sales forecasts						

Product Service Management

8 competencies must be achieved at level 2 or 3

1. Explain the nature and scope of the product/service management function						
2. Diagram the product life cycle						

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
3. Determine the impact of product life cycles on marketing decisions						
4. Describe the use of technology in the product/service management function						
5. Identify consumer protection provisions of appropriate agencies						
6. Explain the concept of product mix						
7. Explain the nature of product bundling						
8. Describe factors used by marketers to position products/businesses						
9. Analyze the major product mix decisions that marketers must make						

Promotion and Selling

32 competencies must be achieved at level 2 or 3

1. Explain the role of promotion as a marketing function						
2. Explain the types of promotion						
3. Identify the elements of the promotional mix						
4. Describe the uses of business ethics in promotion						
5. Describe the uses of technology in the promotion function						
6. Describe the regulation of promotion						
7. Explain the types of advertising media						
8. Explain the parts of a print advertisement						
9. Write promotional messages that appeal to targeted markets						
10. Explain the nature of direct advertising strategies						
11. Evaluate web sites						
12. Write a news release						
13. Coordinate activities in the promotional mix						
14. Evaluate the effectiveness of a promotional plan						
15. Explain the nature and scope of selling						
16. Explain the nature of customer service as a component of selling relationships						
17. Explain key factors in building clientele						
18. Explain business ethics in selling						
19. Explain the use of technology in the selling function						
20. Identify selling regulations						
21. Identify product information in the use of selling						
22. Analyze product information to identify product features and benefits						
23. Acquire promotional information for use in selling						
24. Prepare a sales presentation						
25. Determine customer/client needs—incorporate questioning						
26. Identify customer buying motives						
27. Differentiate between consumer and organizational buying behavior						
28. Recommend specific products/services						
29. Prescribe solution to customer needs—incorporate suggesting product substitutions						
30. Convert customer/client objections into selling points						
31. Close the sale						
32. Use suggestion selling						
33. Plan follow-up strategies for use in selling						
34. Calculate miscellaneous charges						
35. Process sales documentation						
36. Prospect for customers						

The Competencies in This Portfolio Have Been Endorsed By:



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DECA



Wisconsin Association
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and Commerce



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